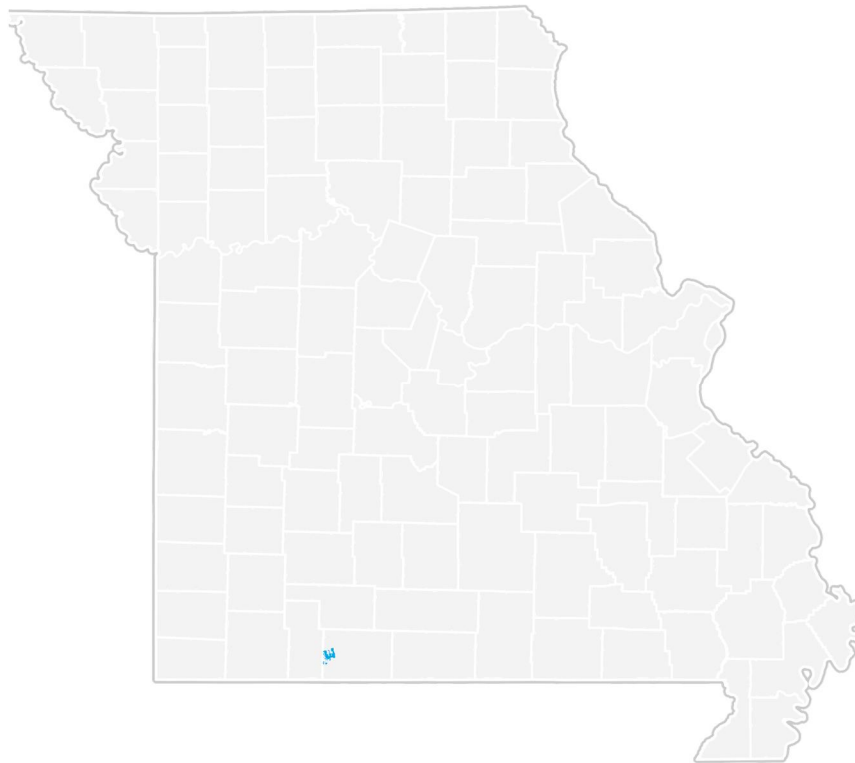


Economic Overview

City of Branson, MO



January 1, 2019

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Demographic Profile

The population in the City of Branson, MO was 11,158 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 5,431 with a participation rate of 58.7%. Of individuals 25 to 64 in the City of Branson, MO, 26.8% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the City of Branson, MO is \$38,880 and the median house value is \$157,800.

Summary¹

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Demographics						
Population (ACS)	—	—	—	11,158	6,059,651	318,558,162
Male	45.4%	49.1%	49.2%	5,061	2,973,317	156,765,322
Female	54.6%	50.9%	50.8%	6,097	3,086,334	161,792,840
Median Age ²	—	—	—	43.5	38.3	37.7
Under 18 Years	18.5%	23.0%	23.1%	2,069	1,395,124	73,612,438
18 to 24 Years	9.5%	9.8%	9.8%	1,064	591,150	31,296,577
25 to 34 Years	9.8%	13.2%	13.6%	1,099	800,229	43,397,907
35 to 44 Years	14.1%	12.1%	12.7%	1,575	731,234	40,548,400
45 to 54 Years	12.2%	13.5%	13.6%	1,362	820,875	43,460,466
55 to 64 Years	13.2%	13.1%	12.6%	1,478	791,105	40,061,742
65 to 74 Years	12.9%	8.6%	8.3%	1,439	524,097	26,355,308
75 Years, and Over	9.6%	6.7%	6.2%	1,072	405,837	19,825,324
Race: White	87.5%	82.5%	73.3%	9,767	5,000,875	233,657,078
Race: Black or African American	2.5%	11.6%	12.6%	281	701,896	40,241,818
Race: American Indian and Alaska Native	0.4%	0.4%	0.8%	46	25,641	2,597,817
Race: Asian	1.4%	1.8%	5.2%	160	107,953	16,614,625
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	6,479	560,021
Race: Some Other Race	5.8%	1.1%	4.8%	650	68,766	15,133,856
Race: Two or More Races	2.3%	2.4%	3.1%	254	148,041	9,752,947
Hispanic or Latino (of any race)	8.5%	3.9%	17.3%	952	237,284	55,199,107
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	58.7%	63.2%	63.3%	5,431	3,035,326	159,807,099
Armed Forces Labor Force	0.0%	0.4%	0.4%	0	19,699	1,011,641
Veterans, Age 18-64	7.0%	6.1%	5.1%	462	226,639	10,165,671
Veterans Labor Force Participation Rate and Size, Age 18-64	54.3%	72.9%	75.4%	251	165,245	7,664,089
Median Household Income ²	—	—	—	\$38,880	\$49,593	\$55,322
Per Capita Income	—	—	—	\$21,705	\$27,044	\$29,829
Poverty Level (of all people)	20.9%	15.3%	15.1%	2,296	897,755	46,932,225
Households Receiving Food Stamps	15.0%	13.0%	13.0%	775	308,375	15,360,951
Mean Commute Time (minutes)	—	—	—	20.1	23.4	26.1
Commute via Public Transportation	1.2%	1.5%	5.1%	61	41,741	7,476,312
Educational Attainment, Age 25-64						
No High School Diploma	8.5%	9.5%	11.6%	467	297,839	19,478,050
High School Graduate	27.3%	29.0%	26.1%	1,508	912,118	43,788,541
Some College, No Degree	30.3%	23.3%	21.5%	1,673	732,065	36,025,193

Summary¹

	Percent			Value		
	City of Branson, MO	Missouri	USA	City of Branson, MO	Missouri	USA
Associate's Degree	7.0%	8.6%	8.9%	388	268,895	14,962,488
Bachelor's Degree	21.7%	18.9%	20.2%	1,198	595,503	33,845,524
Postgraduate Degree	5.1%	10.7%	11.6%	280	337,023	19,368,719
Housing						
Total Housing Units	—	—	—	9,129	2,738,774	134,054,899
Median House Value (of owner-occupied units) ²	—	—	—	\$157,800	\$141,200	\$184,700
Homeowner Vacancy	5.2%	2.0%	1.8%	106	32,260	1,395,797
Rental Vacancy	6.6%	6.7%	6.2%	229	56,925	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	62.7%	33.2%	36.4%	3,233	787,627	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	11.4%	7.3%	9.0%	589	172,972	10,562,847
Social						
Enrolled in Grade 12 (% of total population)	0.4%	1.3%	1.4%	44	77,346	4,433,703
Disconnected Youth ⁴	9.4%	3.0%	2.8%	38	9,631	485,589
Children in Single Parent Families (% of all children)	50.2%	34.5%	34.7%	974	453,705	24,318,038
With a Disability, Age 18-64	16.7%	12.7%	10.3%	1,096	463,847	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	40.2%	40.0%	41.0%	441	185,483	8,278,834
Foreign Born	6.4%	3.9%	13.2%	717	236,079	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	4.0%	2.1%	8.5%	416	120,716	25,440,956
Union Membership						
Total ³	3.7%	8.8%	10.7%	—	—	—
Private Sector ³	3.3%	7.2%	6.4%	—	—	—
Manufacturing ³	15.6%	14.4%	8.7%	—	—	—
Public Sector ³	11.9%	18.2%	35.1%	—	—	—

Source: [JobsEQ®](#)

1. American Community Survey 2012-2016, unless noted otherwise

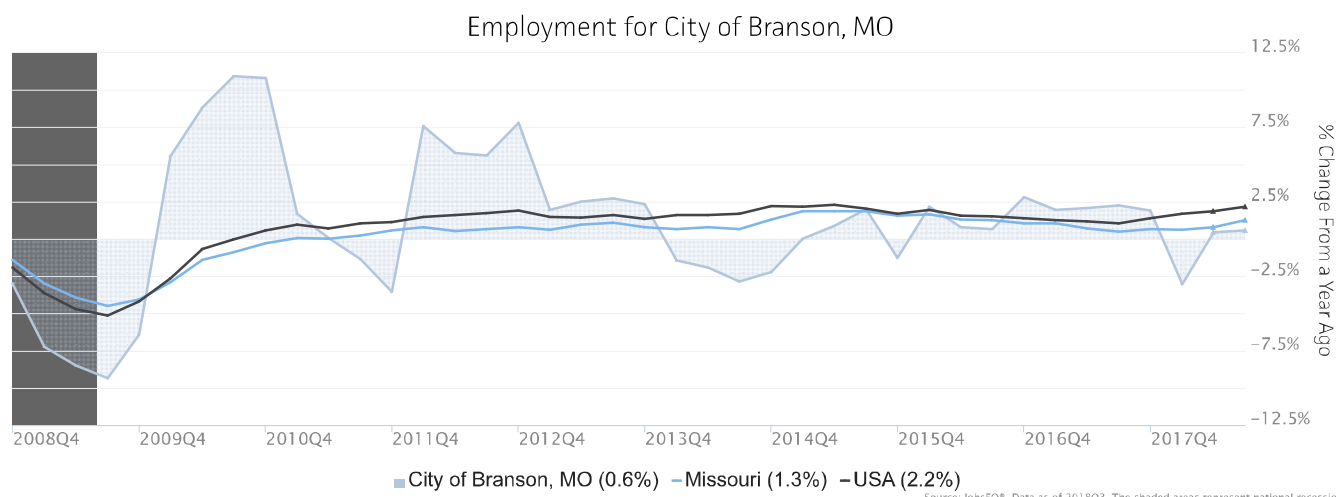
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. 2017; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

Employment Trends

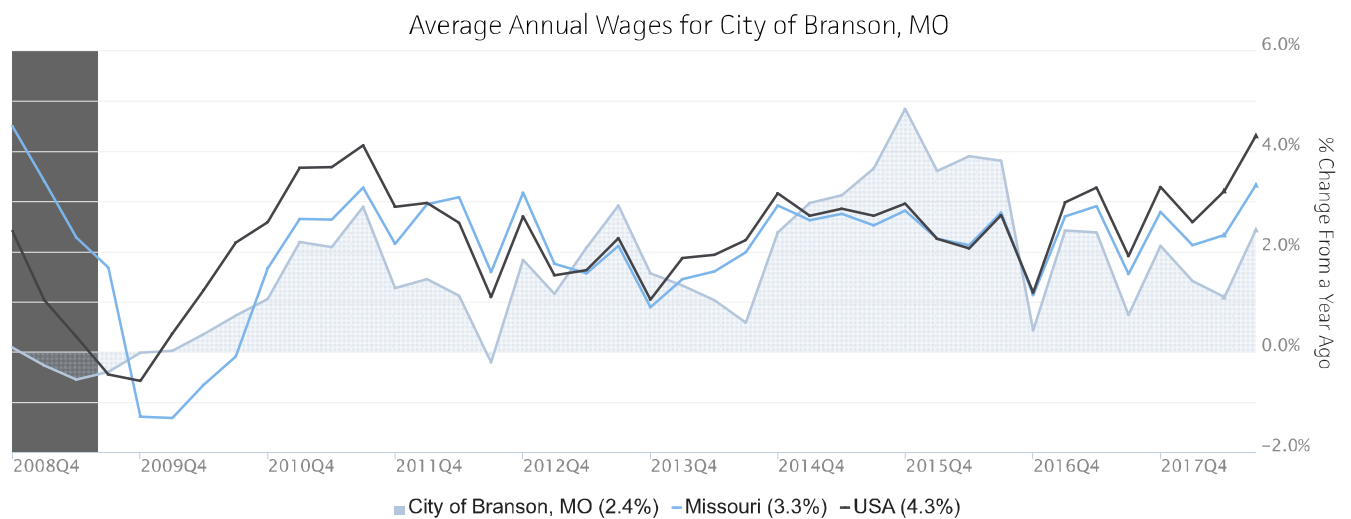
As of 2018Q3, total employment for the City of Branson, MO was 19,825 (based on a four-quarter moving average). Over the year ending 2018Q3, employment increased 0.6% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q1 with preliminary estimates updated to 2018Q3.

Wage Trends

The average worker in the City of Branson, MO earned annual wages of \$30,484 as of 2018Q3. Average annual wages per worker increased 2.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$55,994 in the nation as of 2018Q3.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q1 with preliminary estimates updated to 2018Q3.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 13.0% lower in City of Branson, MO than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index	
		(Base US)	US Purchasing Power
City of Branson, MO	\$30,484	87.0	\$35,022
Missouri	\$47,384	88.4	\$53,631
USA	\$55,994	100.0	\$55,994

Source: [JobsEQ®](#)

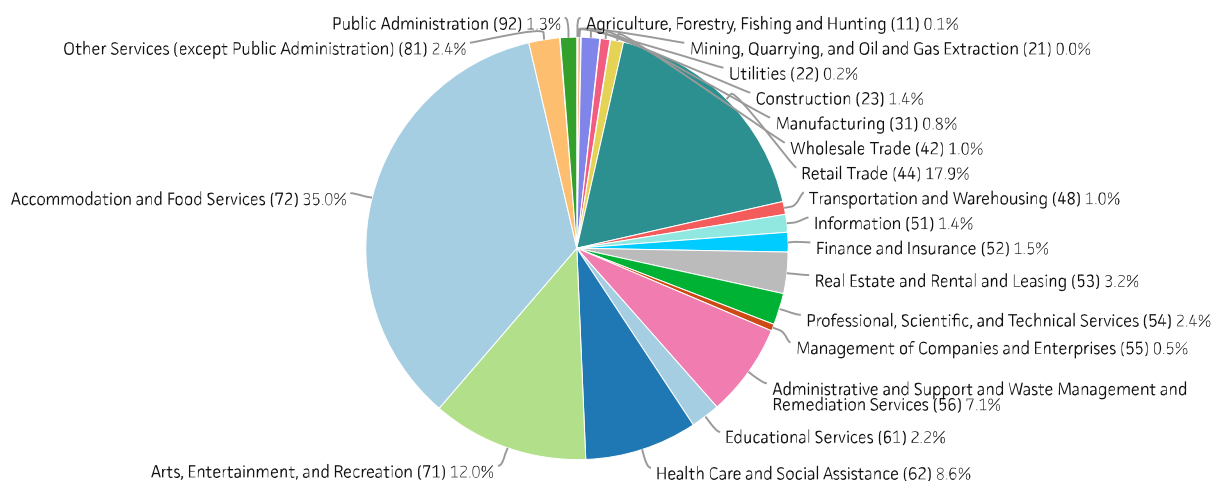
Data as of 2018Q3

Cost of Living per C2ER, data as of 2018q3, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the City of Branson, MO is Accommodation and Food Services, employing 6,944 workers. The next-largest sectors in the region are Retail Trade (3,551 workers) and Arts, Entertainment, and Recreation (2,375). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Arts, Entertainment, and Recreation (LQ = 6.01), Accommodation and Food Services (3.88), and Real Estate and Rental and Leasing (1.84).

Total Workers for City of Branson, MO by Industry



Source: JobsEQ®, Data as of 2018Q3

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q1 with preliminary estimates updated to 2018Q3.

Sectors in the City of Branson, MO with the highest average wages per worker are Management of Companies and Enterprises (\$101,764), Finance and Insurance (\$49,914), and Utilities (\$48,716). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Accommodation and Food Services (+1,375 jobs), Retail Trade (+566), and Administrative and Support and Waste Management and Remediation Services (+490).

Over the next 10 years, employment in the City of Branson, MO is projected to expand by 1,200 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+475 jobs), Health Care and Social Assistance (+317), and Arts, Entertainment, and Recreation (+212).

NAICS	Industry	Current			10-Year History		10-Year Forecast				
		Four Quarters Ending with 2018q3			Total Change	Avg Ann % Chg in Empl	Separations (Approximate)			---Growth---	
		Empl	Avg Ann Wages	LQ	Empl	Region	Total New Demand	Exits	Transfers	Empl	Avg Ann Rate
11	Agriculture, Forestry, Fishing and Hunting	17	\$11,831	0.06	-10	-4.4%	20	8	11	2	0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	2	\$31,882	0.02	1	7.0%	2	1	1	0	-0.3%
22	Utilities	40	\$48,716	0.38	-4	-1.1%	42	14	24	4	1.0%
23	Construction	287	\$36,386	0.26	-693	-11.6%	334	107	191	36	1.2%
31	Manufacturing	155	\$35,669	0.09	49	3.9%	160	59	101	0	0.0%
42	Wholesale Trade	200	\$32,414	0.26	70	4.4%	206	79	130	-2	-0.1%
44	Retail Trade	3,551	\$22,011	1.69	566	1.7%	4,821	2,104	2,662	54	0.2%
48	Transportation and Warehousing	194	\$32,996	0.22	-78	-3.3%	241	93	125	23	1.1%
51	Information	268	\$36,566	0.69	10	0.4%	255	94	165	-4	-0.1%
52	Finance and Insurance	297	\$49,914	0.38	-4	-0.1%	287	107	174	6	0.2%
53	Real Estate and Rental and Leasing	626	\$33,851	1.84	-77	-1.2%	663	294	350	19	0.3%
54	Professional, Scientific, and Technical Services	480	\$45,283	0.36	0	0.0%	411	153	257	0	0.0%
55	Management of Companies and Enterprises	104	\$101,764	0.35	-37	-3.0%	105	36	61	8	0.8%
56	Administrative and Support and Waste Management and Remediation Services	1,414	\$38,219	1.10	490	4.3%	1,603	687	933	-17	-0.1%
61	Educational Services	443	\$34,516	0.27	118	3.2%	436	201	216	19	0.4%
62	Health Care and Social Assistance	1,706	\$42,235	0.60	314	2.1%	2,059	856	886	317	1.7%
71	Arts, Entertainment, and Recreation	2,375	\$22,624	6.01	71	0.3%	3,681	1,558	1,911	212	0.9%
72	Accommodation and Food Services	6,944	\$22,898	3.88	1,375	2.2%	12,084	5,140	6,469	475	0.7%
81	Other Services (except Public Administration)	466	\$25,458	0.54	-452	-6.6%	582	250	298	35	0.7%
92	Public Administration	257	\$35,701	0.28	44	1.9%	256	103	139	14	0.5%
Total - All Industries		19,825	\$30,484	1.00	1,752	0.9%	23,447	9,528	12,719	1,200	0.6%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2018Q1 with preliminary estimates updated to 2018Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the City of Branson, MO is Food Preparation and Serving Related Occupations, employing 4,458 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,495 workers) and Office and Administrative Support Occupations (2,721). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Food Preparation and Serving Related Occupations (LQ = 2.62), Building and Grounds Cleaning and Maintenance Occupations (2.33), and Arts, Design, Entertainment, Sports, and Media Occupations (2.28).

Occupation groups in the City of Branson, MO with the highest average wages per worker are Management Occupations (\$77,100), Healthcare Practitioners and Technical Occupations (\$68,200), and Computer and Mathematical Occupations (\$67,900). The unemployment rate in the region varied among the major groups from 1.4% among Management Occupations to 6.1% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Branson, MO is expected to be Healthcare Support Occupations with a +2.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+399 jobs) and Healthcare Practitioners and Technical Occupations (+119). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (7,862 jobs) and Sales and Related Occupations (4,914).

Occupation Snapshot in City of Branson, MO, 2018q3

SOC	Occupation	Current					10-Year History		10-Year Forecast				
		Four Quarters Ending with 2018q3					Total Change	Avg Ann % Chg in Empl Region	--Separations--				
		Empl	Avg Ann Wages ¹	LQ	Unempl	Unempl Rate			Total New Demand	Exits	Transfer	Empl	Avg Ann Rate
11-0000	Management	804	\$77,100	0.67	4	1.4%	5	0.1%	740	222	456	62	0.7%
13-0000	Business and Financial Operations	500	\$55,700	0.49	4	2.7%	22	0.4%	518	159	314	45	0.9%
15-0000	Computer and Mathematical	201	\$67,900	0.34	2	2.8%	17	0.9%	147	36	99	11	0.5%
17-0000	Architecture and Engineering	70	\$63,400	0.21	0	n/a	-17	-2.1%	62	19	35	8	1.1%
19-0000	Life, Physical, and Social Science	31	\$52,500	0.19	0	n/a	1	0.2%	32	8	19	4	1.2%
21-0000	Community and Social Service	145	\$39,400	0.46	1	1.6%	12	0.9%	196	62	104	30	1.9%
23-0000	Legal	61	\$64,000	0.38	0	n/a	-4	-0.6%	48	17	24	7	1.1%
25-0000	Education, Training, and Library	408	\$39,800	0.37	8	4.0%	71	1.9%	396	187	178	31	0.7%
27-0000	Arts, Design, Entertainment, Sports, and Media	811	\$39,700	2.28	8	3.8%	-126	-1.4%	802	344	429	28	0.3%
29-0000	Healthcare Practitioners and Technical	790	\$68,200	0.70	3	1.6%	112	1.5%	562	226	217	119	1.4%
31-0000	Healthcare Support	308	\$27,800	0.55	3	3.0%	59	2.2%	439	189	183	66	2.0%
33-0000	Protective Service	322	\$29,500	0.76	2	2.0%	3	0.1%	517	256	242	19	0.6%
35-0000	Food Preparation and Serving Related	4,458	\$21,400	2.62	62	5.4%	727	1.8%	8,261	3,422	4,440	399	0.9%
37-0000	Building and Grounds Cleaning and Maintenance	1,630	\$24,200	2.33	17	3.9%	339	2.4%	2,239	1,116	1,007	115	0.7%

Occupation Snapshot in City of Branson, MO, 2018q3

		Current					10-Year History		10-Year Forecast				
							Total Change	Avg Ann % Chg in Empl	--Separations--			---Growth---	
		Four Quarters Ending with 2018q3						-----2018q3-----	Empl	Region	Total New Demand	Exits	Transfer
SOC	Occupation	Empl	Avg Ann Wages¹	LQ	Unempl	Unempl Rate	Empl	Region					
39-0000	Personal Care and Service	1,028	\$24,000	1.33	22	6.1%	120	1.2%	2,085	971	999	115	1.1%
41-0000	Sales and Related	3,495	\$29,500	1.74	34	3.5%	551	1.7%	4,914	2,187	2,727	0	0.0%
43-0000	Office and Administrative Support	2,721	\$29,800	0.93	32	3.6%	214	0.8%	3,172	1,429	1,758	-15	-0.1%
45-0000	Farming, Fishing, and Forestry	25	\$30,700	0.19	0	n/a	-1	-0.6%	41	10	29	2	0.9%
47-0000	Construction and Extraction	302	\$42,700	0.33	4	3.5%	-452	-8.8%	349	113	202	34	1.1%
49-0000	Installation, Maintenance, and Repair	699	\$34,700	0.92	4	1.9%	-21	-0.3%	751	272	423	56	0.8%
51-0000	Production	398	\$29,400	0.33	3	3.1%	92	2.7%	469	204	259	6	0.1%
53-0000	Transportation and Material Moving	618	\$29,900	0.46	8	4.1%	28	0.5%	802	323	446	33	0.5%
Total - All Occupations		19,825	\$32,900	1.00	n/a	n/a	1,752	0.9%	27,539	11,773	14,591	1,175	0.6%

Source: [JobsEQ®](#)

Data as of 2018Q3 unless noted otherwise

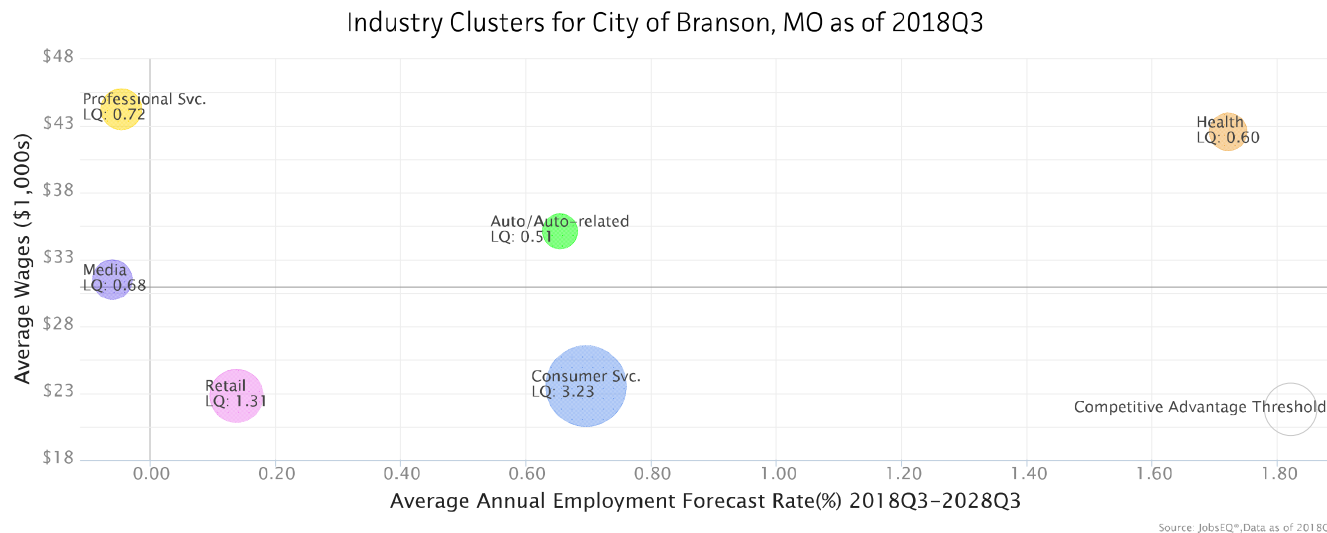
Note: Figures may not sum due to rounding.

1. Occupation wages are as of 2017 and should be taken as the average for all Covered Employment

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2018Q1, imputed where necessary with preliminary estimates updated to 2018Q3. Wages by occupation are as of 2017 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the City of Branson, MO with the highest relative concentration is Consumer Svc. with a location quotient of 3.23. This cluster employs 9,941 workers in the region with an average wage of \$23,038. Employment in the Consumer Svc. cluster is projected to expand in the region about 0.7% per year over the next ten years.

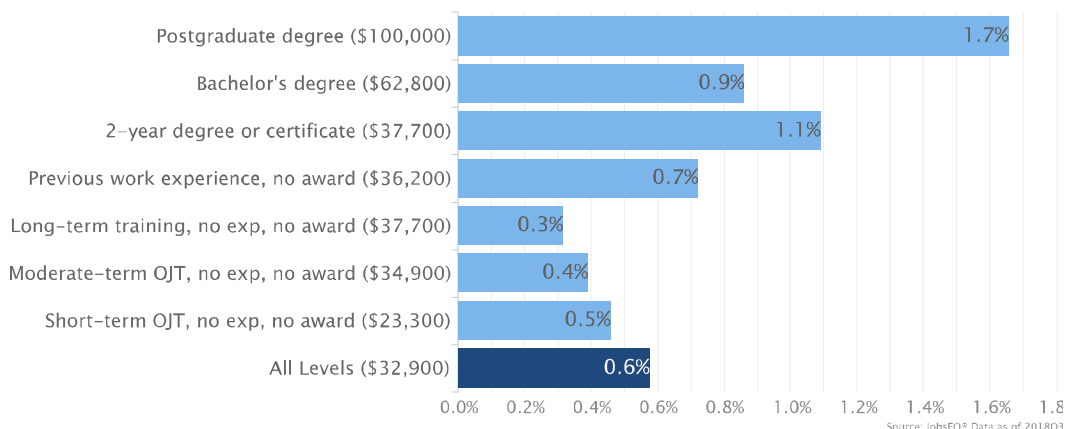


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q1 with preliminary estimates updated to 2018Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the City of Branson, MO is projected to grow 0.6% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.7% per year, those requiring a bachelor's degree are forecast to grow 0.9% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.1% per year.

Annual Average Projected Job Growth by Training Required for City of Branson, MO



Employment by occupation data are estimates as of 2018Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.



J O B S e Q

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